

RESOLUTION NO. 2010-224

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LODI  
CONFIRMING THE 2011 ANNUAL REPORT FOR THE LODI  
TOURISM BUSINESS IMPROVEMENT DISTRICT AND LEVY OF  
ASSESSMENT

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WHEREAS, the Lodi Tourism Business Improvement District was established October 20, 2004, by Council adoption of Ordinance No. 1753, and as amended by Ordinances 1756 and 1818; and

WHEREAS, the Annual Report, as required by Streets and Highways Code 536500 et seq., has been submitted to the City Council by the Board of Directors of said Improvement District; and

WHEREAS, a public hearing was held as required by Streets and Highways Code §36524 on December 15, 2010, in the City Council Chambers at Carnegie Forum, 305 West Pine Street, Lodi, California, at 7:00 p.m., or as soon thereafter as possible, to consider protests to the assessment levy.

NOW, THEREFORE, the City Council of the City of Lodi does hereby resolve, determine, and find as follows:

- 1) The required public hearing was duly held, at which time the public was allowed to present written or oral protests to the levy of assessment for Lodi Tourism Business Improvement District.
- 2) A majority protest as defined in the Streets and Highways Code §36525 was not made.
- 3) The 2011 Annual Report as submitted on November 23, 2010, by the Board of Directors of the Lodi Tourism Business Improvement District to the City Council is hereby confirmed as originally filed and attached hereto.
- 4) The confirmation of the report and adoption of this resolution constitutes the levy of the assessment as contained in the Annual Report for the calendar year 2011.

Dated: December 15, 2010

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I hereby certify that Resolution No. 2010-224 was passed and adopted by the City Council of the City of Lodi in a regular meeting held December 15, 2010, by the following vote:

AYES: COUNCIL MEMBERS – Hansen, Mounce, Nakanishi, and Mayor Johnson

NOES: COUNCIL MEMBERS – None

ABSENT: COUNCIL MEMBERS – Katzakian

ABSTAIN: COUNCIL MEMBERS – None

  
RANDI JOHL  
City Clerk



November 16, 2010

Randi Johl  
City of Lodi  
221 W. Pine St.  
Lodi, CA 95240

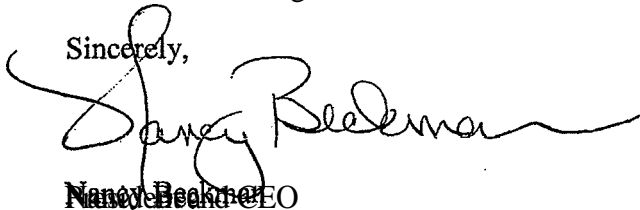
Dear Ms. Johl,

Enclosed please find the 2011 Annual Report for the Lodi Tourism Business Improvement District (LTBID) which was established October 6, 2004 by City Ordinance 1753 and was amended 11/19/2008 by Resolution No. 2008-229.

Enclosed you will find a 2011 work plan, budget and method of assessment as required by the California Streets and Highways Code #33650. Please note there are no suggested changes to the District at this time.

I plan to make a presentation to **the** Council at the November 23, 2010 City Council Shirtsleeve meeting. Please feel free to call me with any questions you may have.

Sincerely,



Nancy Beckner  
Nancy Beckner, CEO

## **2011 Lodi Tourism Business Improvement District Annual Report**

**Assessment Funding Purpose:** To administer marketing programs to promote the **City** of Lodi **as** a tourism destination and to fund projects, programs, and activities that benefit hotels within the Business Improvement District boundaries

**Method of Assessment:** The LTBD includes all hotels/lodging facilities within the City of Lodi **as** well as two properties currently located at the intersection of Kettleman Ln. and I-5. Each lodging facility within the district shall be assessed **3%** of the gross room rental revenue. Rentals (stays) lasting over **30** days are not subject to the assessment. The assessment is levied annual and collected quarterly.

### **2011 Work Plan (See Attached)**

For the purpose of the Annual Report presentation, we have broken our 2011 work plan into 4 project areas:

- Marketing/Promotional Activities
- Customer Service & Hospitality
- Communications
- Committees

### **2011 Budget**

<b>G/L Account</b>	<b>2011</b>
Income - BID	\$235,750.00
Income-City of Lodi	\$71,000.00
Income-Taste of Lodi	\$49,521.00
Income - Tourism Lunch	\$6,000.00
Income-postage donations	\$0.00
Income - Ares booking engine	\$25.00
Income-website advertising	\$500.00
<b>Total Income</b>	<b>\$362,796.00</b>
Advertising	\$20,975.00
Automobile Expense	\$2,845.00
Bank Service Charges	\$444.00
Contingencies/Unexpected Opportunities	\$4,693.00
Dues & Subscriptions	\$3,813.00
Education/Conferences	\$425.00
Equipment Lease	\$5,730.00
Event Expenses - Taste of Lodi	\$39,703.00
Event Expenses - Tourism Lunch	\$5,502.00
Facilities Fund	\$25,000.00
Gifts	\$200.00
Insurance	

Directors & Officers	\$1,600.00
Health	\$9,000.00
<b>Liability</b>	<b>\$568.00</b>
<b>Work Comp</b>	<b>\$1,300.00</b>
Labor - Contract	\$250.00
<b>Office Exuenses</b>	
Equipment	\$1,000.00
Maintenance	\$2,200.00
<b>Supplies</b>	<b>\$1,599.00</b>
<b>Personnel</b>	
Salaries	\$144,147.00
Benefits	\$12,369.00
Postage & Delivery	\$2,533.00
Printing & Reproduction	\$2,215.00
<b>Professional Fees</b>	
Accounting	\$3,870.00
Administration-City of Lodi	\$11,788.00
Legal Fees	\$250.00
Promotion	\$4,440.00
Rent	\$19,955.00
<b>Repairs</b>	
Computer Repairs	\$800.00
<b>Tax &amp; License</b>	
Payroll	\$12,140.00
Property	\$2,362.00
Licenses	\$70.00
Technology	\$3,780.00
Telephone	\$1,900.00
Trade Shows	\$6,065.00
<b>Travel &amp; Entertainment</b>	
Meals	\$570.00
Travel	\$3,335.00
Utilities - Gas & Electric	\$2,100.00
<b>Total Expense</b>	<b>\$362,796.00</b>

**Visit Lodi!**  
**Conference & Visitors Bureau**  
**2011 Work Plan**

## **Marketing/Promotion Activities**

### **Leisure Market**

Targeted Advertising: Ads will be placed in designated target markets including the greater Sacramento and northern California region to promote Lodi. Ads will include a response measure for tracking purposes wherever possible. In 2011 staff will be continually researching the availability and feasibility of new marketing/advertising programs including web-based opportunities.

Trade Shows: Visit Lodi! will have a booth at the 2011 Bay Area Travel Show and Treasure Island Winefest. Staff will actively promote and recruit Lodi hotels and attractions to participate as vendors as a way to have a greater presence at the shows while increasing visibility and promotional opportunity for Lodi. All leads will be tracked and a database of contacts will be maintained for future marketing opportunities.

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Visit Lodi! will partner with the Central Valley Tourism Association to promote and represent Lodi at the Los Angeles Times Travel Show. In addition, Visit Lodi! will research wine promotion opportunities at the Sunset Celebration Weekend Travel Show.

Taste of Lodi: Visit Lodi! will produce the 9th annual signature event to 1.) draw in visitors and 2.) showcase and market Lodi as a wine country tourism destination. Staff will work to increase the quality of the look and feel of the event by introducing additional vendor standards.

LodiView: Visit Lodi! will continue to offer LodiView as a monthly e-publication highlighting Lodi events and activities of interest to the tourist. Staff proposes to increase subscriber distribution by a minimum of 10%.

Research: In 2011 Visit Lodi! Staff will research the process and feasibility of promoting Lodi as a wedding destination.

### **Group Market**

Tradeshows: Visit Lodi! will attend three sales **shows** created for the group market: The California Society of Association Executives (Cal SAE), the National Tour Operator Travel & Tourism Exchange, and SGMP. All sales leads will be followed up on and added to our database for future opportunities.

Fam Tours: Visit Lodi! Group Sales Manager will host quarterly Fam Tours for meeting planners and group decision makers as a tool to market Lodi as a group meeting destination.

Direct Mail Campaign: Quarterly fliers/brochures will be mailed to group sales decision makers to reinforce the Lodi tourism message.

Local Host Program: In 2011, the Group Sales Manager will make **12** presentations to local social groups and service clubs to promote the Host-at-Home Program. A 2011 Host-at-Home Award will be given out at the Annual Tourism Luncheon as a way to 1.) keep groups local as a top of mind perception for citizens and 2.) recognize individuals who participate in the program by referring groups to Visit Lodi! sales staff.

Sponsorships: Sponsorships at tradeshow will be utilized (when appropriate and as funding allows) as a method by which to introduce the group market to Lodi as a destination.

### **Customer Service/Hospitality**

Visitor Information Packets: Visitor information will be distributed on request via email or through access on our website.

Website: The goal of the website is twofold: 1.) To educate and create awareness of Lodi as a visitor destination and to 2.) Provide the highest degree of customer service by ensuring that visitor information is complete, up-to-date and easily accessible. All other sections of the visitlodi.com website will be maintained and updated on a regular basis.

Visitor Publications: Visit Lodi! will develop and maintain a number of publications geared to increase availability of visitor information.

- **Lodi Travel Planner:** An updated Lodi Travel Planner will be presented for distribution in the Summer of 2011. The book which is designed to showcase Lodi to potential visitors and tourists is currently distributed to hotels, wineries, venues and other tourist attractions. It is one of the main marketing pieces for Visit Lodi! and is mailed upon request and is distributed at travel trade and sales shows. Consumers will be able to access the guide on-line and advertisers in the guide will have the ability to change their on-line ads 4 times throughout the year giving them flexibility in their advertising campaigns.

- **Festival & Events Calendar:** Visit Lodi! will produce an in-house designed/printed Festival & Events Calendar. The Calendar, produced annually, is a quick reference to events in the Lodi area and is distributed at the hotels, tradeshow, and in visitor information packets.
- **Visitor Attraction Map & Guide:** In January of 2011 Visit Lodi! will introduce an updated Visitor Attraction Map & Guide. The map will be distributed to hotels, wineries and attractions for their use and will be the main piece sent out to visitors requesting visitor information. The map is designed to fold into a brochure so that it can be used in a card rack or as a self-mailer.
- **Meeting Facilities Brochure:** Produced in-house, the Meeting Facilities Brochure is designed to provide information to potential consumers on event facilities.

Hotel Brochure Distribution: Visit Lodi! staff will provide a monthly brochure distribution service to all Lodi hotels, wineries and attractions. The goal is to ensure that visitor information is widely available and easily accessible to guests.

### **Communications**

Newsletter: In 2011 Visit Lodi! will print and distribute *two* annual newsletters. The reports will be distributed to local constituents and individuals vested in the tourism industry as a way to inform the public as to the programs and services undertaken by the Conference & Visitors Bureau.

Twitter and Facebook: Staff will update Visit Lodi! Twitter and Facebook accounts weekly and proposes to increase followers by a minimum of 10%.

### **Committees**

Hotel Council: The Visit Lodi! Hotel Council meets to exchange information about Lodi events, promotions, and programs and services. Beginning in 2011, the Council will meet on a quarterly basis.